



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Dudley Media  
919 Catherine St  
Philadelphia, PA 19147

Schedule Dates 10/30/12-11/06/12  
Advertiser Florida Democratic Party 3 Pack (23075)  
Agency Dudley Media (7265)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand FL DEM SACH/BRUNO /S (482432)  
Salesperson TeleRep/DC, Washington DC (2995)  
Sales Office TeleRep Washington DC  
Buyer Name DUDLEY,BOB  
Phone/Fax (202) 675-6936 /  
CPE 6  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments FL DEM SACHS/BRUNO/S  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Last Modified 10/25/12  
Entered By Nancy Brutus  
CO-OP No  
Headline # 06395010  
Demo A35+  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$13,192.50  
Net Total \$74,757.50  
Sales Tax

By Broadcast Month Spots Entered  
Nov. 2012 67 \$87,950.00  
Grand Total: 67 \$87,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (2)	10/30/12-11/02/12	1	:30	9A- 10A (EST)	5		X	X	X	X			5	\$500.00	\$2,500.00	West Palm Beach (WPEC)		10/25/12
2.0	Normal Line / SPOT (3)	10/30/12-11/02/12	1	:30	10A- 11A (EST)	3		X	X	X	X			3	\$565.00	\$1,695.00	West Palm Beach (WPEC)		10/25/12
3.0	Normal Line / SPOT (4)	10/30/12-11/02/12	1	:30	12:30P- 2P (EST)	4		X	X	X	X			4	\$940.00	\$3,760.00	West Palm Beach (WPEC)		10/25/12
4.0	Normal Line / SPOT (7)	10/30/12-11/02/12	1	:30	5:30P- 6P (EST)	4		X	X	X	X			4	\$1,250.00	\$5,000.00	West Palm Beach (WPEC)		10/25/12
5.0	Normal Line / SPOT (23)	10/30/12-11/04/12	1	:30	11P- 11:30P (EST)	6		X	X	X	X	X		6	\$1,750.00	\$10,500.00	West Palm Beach (WPEC)		10/25/12
6.0	Normal Line / SPOT (24)	11/05/12-11/06/12	1	:30	6A- 7A (EST)	2	X	X						2	\$875.00	\$1,750.00	West Palm Beach (WPEC)		10/25/12
7.0	Normal Line / SPOT (25)	11/05/12-11/06/12	1	:30	9A- 10A (EST)	2	X	X						2	\$500.00	\$1,000.00	West Palm Beach (WPEC)		10/25/12
8.0	Normal Line / SPOT (26)	11/05/12-11/06/12	1	:30	10A- 11A (EST)	2	X	X						2	\$565.00	\$1,130.00	West Palm Beach (WPEC)		10/25/12
9.0	Normal Line / SPOT (27)	10/30/12-11/02/12	1	:30	11A- 12P (EST)	4		X	X	X	X			4	\$1,040.00	\$4,160.00	West Palm Beach (WPEC)		10/25/12
10.0	Normal Line / SPOT (28)	11/05/12-11/05/12	1	:30	11A- 12P (EST)	1		X						1	\$1,040.00	\$1,040.00	West Palm Beach (WPEC)		10/25/12
11.0	Normal Line / SPOT (29)	11/05/12-11/05/12	1	:30	12:30P- 2P (EST)	1		X						1	\$940.00	\$940.00	West Palm Beach (WPEC)		10/25/12
12.0	Normal Line / SPOT (30)	11/05/12-11/05/12	1	:30	3P- 4P (EST)	1		X						1	\$565.00	\$565.00	West Palm Beach (WPEC)		10/25/12
13.0	Normal Line / SPOT (31)	11/05/12-11/05/12	1	:30	4P- 5P (EST)	1		X						1	\$875.00	\$875.00	West Palm Beach (WPEC)		10/25/12
14.0	Normal Line / SPOT (32)	11/05/12-11/05/12	1	:30	5:30P- 6P (EST)	1		X						1	\$1,250.00	\$1,250.00	West Palm Beach (WPEC)		10/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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15.0	Normal Line / SPOT (33)	11/05/12-11/05/12	1	:30	7P-7:30P (EST)	1								1	\$1,250.00	\$1,250.00	West Palm Beach (WPEC)		10/25/12
16.0	Normal Line / SPOT (34)	11/05/12-11/05/12	1	:30	7:30P-8P (EST)	1								1	\$875.00	\$875.00	West Palm Beach (WPEC)		10/25/12
17.0	Normal Line / SPOT (35)	11/03/12-11/03/12	1	:30	12P-12:30P (EST)	1						1		1	\$150.00	\$150.00	West Palm Beach (WPEC)		10/25/12
18.0	Normal Line / SPOT (36)	11/04/12-11/04/12	1	:30	9A-10:30A (EST)	1						1		1	\$2,250.00	\$2,250.00	West Palm Beach (WPEC)		10/25/12
19.0	Normal Line / SPOT (1)	10/30/12-11/02/12	1	:30	6A-7A (EST)	4		X	X	X	X			4	\$875.00	\$3,500.00	West Palm Beach (WPEC)		10/25/12
20.0	Normal Line / SPOT (6)	10/30/12-11/02/12	1	:30	4P-5P (EST)	4		X	X	X	X			4	\$875.00	\$3,500.00	West Palm Beach (WPEC)		10/25/12
21.0	Normal Line / SPOT (9)	10/30/12-11/02/12	1	:30	7P-7:30P (EST)	4		X	X	X	X			4	\$1,250.00	\$5,000.00	West Palm Beach (WPEC)		10/25/12
22.0	Normal Line / SPOT (10)	10/30/12-11/02/12	1	:30	7:30P-8P (EST)	4		X	X	X	X			4	\$875.00	\$3,500.00	West Palm Beach (WPEC)		10/25/12
23.0	Normal Line / Prime (11)	11/05/12-11/05/12	1	:30	8P-9P (EST)	1								1	\$4,500.00	\$4,500.00	West Palm Beach (WPEC)	MOTHER/PARTNERS	10/25/12
24.0	Normal Line / Prime (12)	11/05/12-11/05/12	1	:30	9P-10P (EST)	1								1	\$6,750.00	\$6,750.00	West Palm Beach (WPEC)	GIRLS/MIKE AND MOLLY	10/25/12
25.0	Normal Line / Prime (16)	10/31/12-10/31/12	1	:30	10P-CBS-CBS Crime Scene Investigation (Wednesday)	1								1	\$4,500.00	\$4,500.00	West Palm Beach (WPEC)		10/25/12
26.0	Normal Line / Prime (17)	11/01/12-11/01/12	1	:30	8P-9P (EST)	1								1	\$7,500.00	\$7,500.00	West Palm Beach (WPEC)	BIG BANG/2.5 MEN	10/25/12
27.0	Normal Line / Football (21)	11/03/12-11/03/12	4	:30	8P-Sports-CBS SEC Football	1						1		1	\$1,250.00	\$1,250.00	West Palm Beach (WPEC)		10/25/12

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28.0	Normal Line / Prime (22)	11/04/12-11/04/12	1	:30	10:30P- CBS-The Mentalist (Sunday)	1							1	1	\$5,000.00	\$5,000.00	West Palm Beach (WPEC)		10/25/12
29.0	Normal Line / SPOT (5)	10/30/12-11/02/12	1	:30	3P- 4P (EST)	4		X	X	X	X			4	\$565.00	\$2,260.00	West Palm Beach (WPEC)		10/25/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

/s/ Bookend P/B Piggy Back

**NAB**

BROADCASTERS

**AGREEMENT FORM FOR  
POLITICAL BROADCASTS**STATION and LOCATION WPEC-TV West Palm Beach FL Date 10-26-12I, Dudley Media (on behalf of) Florida Democratic PartyA legally qualified candidate of the Democratic political party for the office ofFl. State SenateIn the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
- See Attached -						

Date of First Broadcast <u>10-30-12</u>	Date of Last Broadcast <u>11-6-12</u>
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Total Charges:

\$74,757<sup>50</sup>

net

The broadcast time will be used by Florida Democratic Party - Sachs/Bruno/Smith  
 I represent that the payment for the above-described broadcast time has been furnished by  
Florida Democratic Party - Sachs/Bruno/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an association; or ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Gonzalez, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least \_\_\_\_\_ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date

10-26-12

(Candidate or Agent)

Bolo Dudley☒ Accepted ☐ Rejected

By

Gillian Roberts

Title

Bolo Director

This request whether accepted or rejected, will be available for public inspection for a period of two years.



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FLA. Dem Party / 3 PAC PARTY: Democratic

OFFICE/DESCRIPTION: Sachs, Bruno, Smith ELECTION DATE: 11/6/12

INQUIRY MADE BY: Bob Dudley  
Candidate Manager Agency Committee (circle one)

ADDRESS: Dudley Media  
919 Catharine St.  
Philadelphia, PA 19147

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Information Requested: Rates & Airline

Final Disposition: Order placed \$87,950

If Committee, list officers and position: Alma Gonzalez, Treasurer

TAKEN BY: Cheryl Blair DATE: \_\_\_\_\_ TIME: \_\_\_\_\_  
Trip Wash